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| APPLICATION NO.   | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|---|-------------|----------------------|---------------------|------------------|
| 09/886,797  | 06/21/2001  | Motoyuki Tagawa      | 14654               | 6166             |
| 7590  | 05/04/2004  |                      | EXAMINER            |                  |
| SCULLY, SCOTT, MURPHY & PRESSER<br>400 Garden City Plaza<br>Garden City, NY 11530 |             |                      | REAGAN, JAMES A     |                  |
|   |             |                      | ART UNIT            | PAPER NUMBER     |
|   |             |                      | 3621                |                  |
| DATE MAILED: 05/04/2004   |             |                      |                     |                  |

Please find below and/or attached an Office communication concerning this application or proceeding.

|                              |                 |               |
|------------------------------|-----------------|---------------|
| <b>Office Action Summary</b> | Application No. | Applicant(s)  |
|                              | 09/886,797      | TAGAWA ET AL. |
|                              | Examiner        | Art Unit      |
|                              | James A. Reagan | 3621          |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 21 June 2001.
- 2a) This action is FINAL.                            2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-20 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
  1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 4) Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: \_\_\_\_\_.

## **DETAILED ACTION**

### **Status of Claims**

1. This action is in response to the application filed on 21 June 2001.
2. Claims 1-20 have been examined.

### **Specification**

3. The abstract of the disclosure is objected to because it appears to be copied directly from the claim language. Applicant is respectfully reminded of the proper language and format for an abstract of the disclosure. The abstract should be in narrative form and generally limited to a single paragraph on a separate sheet within the range of 50 to 150 words. It is important that the abstract not exceed 150 words in length since the space provided for the abstract on the computer tape used by the printer is limited. The form and legal phraseology often used in patent claims, such as "means" and "said," should be avoided. The abstract should describe the disclosure sufficiently to assist readers in deciding whether there is a need for consulting the full patent text for details.

The language should be clear and concise and should not repeat information given in the title. It should avoid using phrases which can be implied, such as, "The disclosure concerns," "The disclosure defined by this invention," "The disclosure describes," etc. See MPEP § 608.01(b).

**Claim Rejections - 35 USC § 103**

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Martinez et al. (US 6,119,229 A) in view of Call (US 6,154,738 A).

**Examiner's note:** Examiner has pointed out particular references contained in the prior art of record in the body of this action for the convenience of the Applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply. Applicant, in preparing the response, should consider fully the *entire* reference as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the Examiner.

**Claims 1, 10, 19, and 20:**

Martinez discloses allowing only registered users to log on to a system (see at least column 13, lines 34-35), effectively disclosing a *judgment means for judging whether or not the user reading said summary information disclosed by said summary information disclosing means and desiring to read detailed information about the product about*

*which said summary information is disclosed is a user who is permitted to read detailed information.*

Martinez does not specifically disclose:

- *a summary information disclosing means for disclosing summary information about a designated product via a designated communication line;*
- *a detailed information disclosing means for disclosing detailed information about the product about which said summary information is disclosed, to the user who is judged to be permitted to read detailed information by said judgment means;*

Call, however, in at least column 23, lines 34-43 discloses a thumbnail display of a product as well as a more detailed description of the same product. It would have been obvious to combine the separate descriptor pages of Call with Martinez use of a registration and log on system to restrict the viewing of product information to only authenticated and permitted users because this reduces the expenditures related to advertising and displaying product information to the general public, versus displaying information only to a select group of individuals who are in a position to make decisions regarding purchase of specialized equipment.

**Claims 2-4 and 11-13:**

With regard to the limitations of:

- *an address obtaining means for obtaining the address on a communication line accessed by the user who desires to read detailed information about the product about which said summary information is disclosed;*
- *an address inputting means for inputting said address obtained by said address obtaining means;*
- *an address storing means for storing said address obtained by said address obtaining means;*

See at least Call, column 18, lines 18-22, and 34-43.

**Claims 5 and 14:**

With regard to the limitation of a *product information storing means for storing product information based on the summary information disclosed by said summary information disclosing means and the detailed information disclosed by said detailed information disclosing means*, see the application of Call in at least column 23, lines 34-43 as applied to the rejection of claims 1, 10, 19, and 20 above.

**Claims 6-9 and 15-18:**

With regard to the limitations of:

- *a user data inputting means for inputting via a designated communication line specific user data accessed by the user who is permitted to read said summary information, and a*

*detailed information editing means for editing detailed information disclosed by said detailed information disclosing means based on the user data inputted by said user data inputting means;*

- *a user ID code issuing means for issuing a specific user ID code to the user owning the user data inputting by said user data inputting means;*
- *a user data recording means for recording user data related with the user ID code issued by said user ID code issuing means;*
- *a user ID code/product information relating means for relating summary information disclosed by said summary information disclosing means and product information based on the detailed information disclosed by said detailed information disclosing means with the user ID code issued by said user ID code issuing means;*

See at least Martinez column 5, lines 32-41 and 47-55.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **James A.**

**Reagan** whose telephone number is **(703) 306-9131**. The examiner can normally be reached on Monday-Friday, 9:30am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **James Trammell** can be reached at (703) 305-9768.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **(703) 305-3900**.

Any response to this action should be mailed to:

***Commissioner of Patents and Trademarks***

**Washington, D.C. 20231**

or faxed to:

**(703) 305-7687** [Official communications; including

After Final communications labeled "Box AF"]

**(703) 308-1396** [Informal/Draft communications, labeled  
"PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to Crystal Park 5,  
2451 Crystal Drive, Arlington, VA, 7<sup>th</sup> floor receptionist.

JAR  
30 April 2004

